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## ABSTRACT

The Ward Edwards Library of Central Missouri State University attempts to collect the materials necessary to support classroom needs and faculty research. This assessment gauges how well the library print collection supports the Department of Communication, in which undergraduate majors and postgraduate degrees are offered in a total of 85 courses. An overall review of library holdings indicates that it has 69% of the holdings suggested by "Books for College Libraries." A comparison of seven subject bibliographies in communications finds the collection fairly well balanced. In addition, the collection holds 69% of the listed communication journals. A survey of faculty opinion (about 20 faculty members) finds these highly useful. While the collection appears to be at a level that affords instructional support, the Communication Department has purchased only approximately 150 nonserial items for each of the past 3 years. This number seems too low to continue to support instruction in a field that changes so rapidly. Careful management will be needed to maintain the present collection level, and greater financial resources are required. Two tables list book holdings in Communication. Appendixes contain a list of courses in Communication and the survey results for faculty opinion of journals. (SLD)

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WARD EDWARDS LIBRARY'S MATERIALS IN COMMUNICATION DISCIPLINES:  
AN ASSESSMENT

Submitted to:  
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Dr. Dan Curtis, Chair  
Department of Communication

Prepared by:  
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Communication Bibliographer

April 5, 1994.

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## ASSESSMENT OF THE COMMUNICATION COLLECTION

### 1. Policy Statement and/or Limitations of the Collections

The purpose of this collection is twofold: to support the undergraduate and graduate courses offered by the Department of Communication and to provide materials which support faculty research. The Department of Communication is a combination of two disciplines: Mass Communication and Speech Communication, covering nine programs. This is a broad range of materials for one department to be responsible for. This discipline is, by its very nature, interdisciplinary and should be considered a portion of every degree offered at Central Missouri State University.

Communication materials are spread throughout Ward Edwards Library. Communication and mass media materials are designated by Library of Congress classification numbers:

|                   |  |
|-------------------|--|
| HE7601-HE9715     | - Telecommunication: Radio/TV          |
| HE5801-HF6191     | - Advertising                          |
| HM258 & P87-P99.6 | - Mass media/Communications            |
| HM261-HM 263      | - Public Relations                     |
| KF2161-KF2849     | - Transportation communication         |
| KF4770-KF4783     | - Freedom of expression                |
| PN1900-PN1992.5   | - Radio and television broadcasting    |
| PN1993-PN1999     | - Motion pictures                      |
| PN4001-PN4321     | - Oratory/Speech/Debate                |
| PN4375-PN5650     | - Journalism                           |
| Z657-Z659         | - Bibliography--free press, censorship |
| Z5630             | - Bibliography--communication          |
| Z5785.M9          | - Bibliography--motion pictures        |
| Z7711             | - Bibliography--television             |

Ward Edwards Library attempts to collect those materials necessary to support classroom needs and faculty research. General tools are added as needed. Because of the breadth of programs within the Department of Communication and the finite resources allocated to the Department, the collection is limited.

### 2. Identification of Courses or Programs Supported

Students at Central Missouri State University can receive the following communication degrees: a B.S. degree with a Broadcasting and Film major; a Broadcasting and Film minor for a Bachelors Degree; a B.S. degree with a Journalism major; a Journalism minor for a Bachelors degree; a Journalism minor for a B.S. in Education degree; a B.A. degree with a Mass Communication major; a Mass Communication minor for a Bachelors degree; a B.S. degree with a Public Relations major; a B.S. degree with an Organizational Communication major; a B.A. or B.S. degree with a Speech Communication degree; a Speech Communication minor for a bachelors degree; and a B.S. in Education degree with a major in

Speech Communication and Theatre. Post-graduate degrees offered are an M.A. in Communication and M.S.E. in Speech Communication.

According to information in the Central Fact Book--1993, 6,451 undergraduate credit hours were generated by Mass Communication and 7,391 by Speech Communication for the academic year 1992-1993. Speech Communication generated 156 graduate credit hours, Mass Communication generated 396 graduate credit hours and Communication generated 369 graduate credit hours. This represents a grand total of 14,763 credit hours generated by the Department of Communication. This places the Department of Communication sixth in total student credit hours generated when a rank order of departments on campus is reviewed.

The Department of Communication has a total of 22.75 FTE teaching faculty; 13.25 assigned to Speech Communication, 9.0 assigned to Mass Communication, and .5 to Communication. In rank order, the Department of Communication is third in size of teaching faculty; only the Department of English and the Department of Mathematics and Computer Science are bigger.

The Department of Communication lists a total of 85 different courses in the present graduate and undergraduate catalogs. The individual courses are listed in Appendix A.

### 3. Assessment of Present Holdings.

The assessment of Ward Edwards Library's holdings includes several steps. Generally, the collection is separated into books and periodicals. The non-print collection has not been reviewed due to lack of a single source listing those resources. The procedure followed first identified Library of Congress classification numbers that represent communication disciplines and then accounted for library holdings in those disciplines. Library holdings were reported individually for each of the last four decades. The next step in the assessment process was to compare Ward Edwards Library's holdings to standard library bibliographies as well as to bibliographies in the communication disciplines.

Ward Edwards Library's holdings for the Library of Congress classification numbers representing disciplines taught by the Department of Communication are listed in Table 1.

**Table 1**  
**Ward Edwards Library Holdings - Communication Disciplines**

| LC CLASSIFICATION | SUBJECT                             | # OF BOOKS IN WEL | PRE-1960 | 1960S | 1970S | 1980S | 1990S |
|-------------------|-------------------------------------|-------------------|----------|-------|-------|-------|-------|
| HE7601-HE9715     | TELECOMM. RADIO. TV.                | 433               | 32       | 30    | 171   | 167   | 33    |
| HF5801-HF6191     | ADVERTISING                         | 611               | 58       | 92    | 179   | 250   | 32    |
| HM258             | COMM/MASS MEDIA                     | 112               | 1        | 19    | 57    | 32    | 3     |
| HM261-HM263       | PUBLIC RELATIONS                    | 206               | 41       | 41    | 43    | 63    | 18    |
| KF2161-KF2849     | TRANSPORTATION COMMUNICATION        | 194               | 7        | 19    | 70    | 87    | 11    |
| KF4770-KF4783     | FREEDOM OF EXPRESSION               | 112               | 1        | 15    | 34    | 52    | 10    |
| P87-P99.6         | COMM/MASS MEDIA                     | 766               | 20       | 67    | 240   | 343   | 96    |
| PN1900-PN1992.5   | RADIO/TV BROADCASTS                 | 390               | 36       | 49    | 104   | 161   | 48    |
| PN1993-PN1999     | MOTION PICTURES                     | 1180              | 87       | 138   | 376   | 507   | 71    |
| PN4001-PN4321     | ORATORY/SPEECH DEBATE               | 873               | 303      | 213   | 197   | 136   | 24    |
| PN4375-PN5650     | JOURNALISM                          | 1230              | 196      | 231   | 362   | 333   | 108   |
| Z657-Z659         | BIBLIOGRAPHY. FREE PRESS CENSORSHIP | 47                | 9        | 8     | 9     | 16    | 5     |
| Z5630             | BIBLIOGRAPHY. COMMUNICATION         | 21                | 1        | 1     | 12    | 6     | 1     |
| Z5784.M9          | BIBLIOGRAPHY. MOTION PICTURES       | 32                | 1        | 2     | 21    | 8     |       |
| Z7711             | BIBLIOGRAPHY. TELEVISION            | 3                 |          |       | 2     | 1     |       |

The materials housed in Ward Edwards Library were compared to the materials recommended in Books for College Libraries (3rd ed. 1988). This comparison revealed that Central owns 69% of the holdings suggested by Books for College Libraries; however this percentage varies significantly among sub-areas. A detailed description of the holdings in specific communication sub-areas is provided in Table 2.

**Table 2**  
**COMMUNICATION DISCIPLINES - BOOKS FOR COLLEGE LIBRARIES**

| SECTION TITLE AND CALL NUMBER                                | TOTAL | # OWNED<br>BY WEL | % OWNED<br>BY WEL |
|--|-------|-------------------|-------------------|
| Telecommunication. Radio (HE 7601-9715)                      | 18    | 15                | 83%               |
| Television (HE 8700)   | 8     | 6                 | 75%               |
| Advertising (HF 5801-6191)                                   | 23    | 19                | 83%               |
| Communication, Mass Media (HM 258)                           | 13    | 10                | 77%               |
| Public Opinion, Public Relations, Propaganda<br>(HM 261-263) | 6     | 5                 | 83%               |
| Transportation Communication (KF 2161-2849)                  | 15    | 12                | 80%               |
| Freedom of Expression (KF 4770-4783)                         | 6     | 5                 | 83%               |
| Freedom of Speech (KF 4772)                                  | 5     | 4                 | 80%               |
| Freedom of Press. Freedom of Information<br>(KF 4774-4775)   | 9     | 8                 | 89%               |
| Communication, Mass Media (P 87-92)                          | 14    | 13                | 93%               |
| Oral Communication, Speech (P 95-95.6)                       | 6     | 5                 | 83%               |
| Political & Other Special Aspects<br>(P 95.8-96)             | 7     | 4                 | 57%               |
| Semiotics, Signs, Nonverbal<br>Communication (P 99-99.5)     | 10    | 8                 | 80%               |
| Radio. Television Broadcasts (PN 1900-1992.5)                | 21    | 19                | 90%               |
| Motion Pictures (PN 1993-1999)                               | 11    | 10                | 91%               |
| History (PN 1993.5)  | 10    | 5                 | 50%               |
| By Country (PN 1993.5.A3-Z)                                  | 21    | 8                 | 38%               |
| United States (PN1993.5.U6)                                  | 27    | 13                | 48%               |
| Study. Teaching (PN 1993.8)                                  | 1     | 1                 | 100%              |
| General Works (PN 1994)                                      | 11    | 9                 | 82%               |

| SECTION TITLE AND CALL NUMBER                   | TOTAL | # OWNED<br>BY WEL | % OWNED<br>BY WEL |
|---|-------|-------------------|-------------------|
| Criticism. Aesthetics. Psychology<br>(PN 1995)  | 29    | 17                | 59%               |
| Film and Literature (PN1995.3)                  | 2     | 2                 | 100%              |
| Film and Sound (PN 1995.7)                      | 3     | 2                 | 67%               |
| Special Topics (PN 1995.9)                      | 38    | 21                | 55%               |
| Editing, Writing (PN 1996-1997.85)              | 16    | 10                | 63%               |
| Biography, Criticism (PN1998)                   | 2     | 2                 | 100%              |
| Individuals A-Z (PN 1998.A3)                    | 39    | 21                | 54%               |
| Miscellany (PN 1998.A4-Z)                       | 4     | 2                 | 50%               |
| Film Corporations (PN 1999)                     | 3     | 0                 | 0%                |
| Oratory, Speech, Debate (PN 4001-4321)          | 8     | 8                 | 100%              |
| Journalism, The Press (PN 4700-5650)            | 8     | 6                 | 75%               |
| Relation to State, Regulation<br>(PN 4375-4749) | 13    | 11                | 85%               |
| Ethics, Editing Reporting (PN 4765-4784)        | 7     | 6                 | 86%               |
| Special Topics, A-Z (PN 4874)                   | 6     | 2                 | 33%               |
| History: General (PN 4081-4836)                 | 7     | 5                 | 71%               |
| United States (PN 4840-4900)                    | 11    | 9                 | 82%               |
| Special Periods (PN 4858-4867)                  | 8     | 7                 | 88%               |
| Biography, Reminiscences<br>(PN 4871-PN4874)    | 2     | 1                 | 50%               |
| Individuals, A-Z (PN 4874)                      | 37    | 26                | 70%               |
| Newspaper, Magazines<br>(PN4877-PN4900)         | 18    | 13                | 72%               |
| Special Newspapers (PN 4899)                    | 16    | 12                | 75%               |
| Special Magazines (PN 4900)                     | 4     | 3                 | 75%               |
| Canada (PN 4901-4920)                           | 3     | 0                 | 0%                |
| Britain (PN 5111-PN5140)                        | 14    | 8                 | 57%               |
| Other Countries (PN 5160-5645)                  | 7     | 4                 | 57%               |
| Freedom of the Press, Censorship (Z 657-659)    | 4     | 2                 | 50%               |
| Communication (Z 5630)                          | 1     | 1                 | 100%              |
| Moving Pictures (Z 5784.M9)                     | 10    | 7                 | 70%               |
| Television (Z 7711)                             | 1     | 1                 | 100%              |
| Totals  | 561   | 388               | 69%               |



In addition to Books for College Libraries, seven subject bibliographies were checked to determine the percentage of materials owned by Ward Edwards Library. Two bibliographies on mass media, four bibliographies on journalism, and one bibliography on film, tv, and video were searched to discover what materials were in this library. Percentages for materials owned ranged from a low of 31.8% to a high of 63%. The following bibliographies were examined:

American journalism history: an annotated bibliography.  
Compiled by W.D. Sloan. New York: Greenwood Press, 1989.

1,068 owned of 2,581 entries = 41.3%

Basic books in the mass media. Eleanor Blum. 2nd ed.  
Chicago: Univ. of Illinois Press, 1980.

502 owned of 1,179 entries = 42.5%

Guide to sources in American journalism history. Edited and compiled by Lucy Shelton Caswell. New York: Greenwood Press, 1989.

77 of 122 entries = 63%

Journalism: a guide to the reference literature. Jo A. Cates. Englewood, CO: Libraries Unlimited, 1990.

200 owned of 553 entries = 36.1%

Journalist's bookshelf: an annotated and selected bibliography of United States print journalism. Roland E. Wolseley and Isabel Wolseley. 8th ed. Indianapolis: R.J. Berg & Co., 1986.

842 owned of 2,422 entries = 34.7%

Mass media bibliography: an annotated guide to books and journals for research and reference. Eleanor Blum and Frances Goins Wilhoit. Chicago: Univ. of Illinois Press, 1990.

898 owned of 1,947 entries = 46.1%

On the screen: a film, television, and video research guide. Kim N. Fisher. Littleton, CO: Libraries Unlimited, 1986.

205 owned of 645 entries = 31.8%

Although there were additional bibliographies available in the collection, they were deemed too old to be of value to this assessment.



The analysis of the monograph collection in Table 1 appears to indicate a fairly well-balanced collection. The large number of books with copyright dates for the 1970s and 1980s appears to mirror the relative affluence of the 70s and early 80s compared to the leaner times of the late 80s and 90s. The one area which appears to be over-purchased is PN1993-PN1999, motion pictures. This can be justified because of the large number of books being published in this field and the interest in film expressed by faculty in the department. This does appear to indicate that future purchases in this subject area should be carefully scrutinized.

At the present time approximately 7 percent of the monograph collection in communication disciplines do not have records in the NOTIS database. These records should be made a retrospective conversion priority and entered into NOTIS before accreditation next year.

Interlibrary loan statistics indicate a gradual increase in the number of books received from other libraries, but this figure is approximately half the number of books sent to other libraries. Circulation statistics are not available for the call number ranges representing communication disciplines. Since circulation statistics are questionable at best and since there appears to be no consensus as to the appropriate way to measure in-house usage, no attempt has been made to include those measures in this analysis.

Periodical holdings were checked against Magazines for Libraries (Katz, 1989). There were a total of 199 journals listed in the subject areas relevant to the communication department. Central has holdings in 61 (31%) of the journals listed. Although this figure appears low, some of the communication disciplines such as film, publish many special-interest publications which an institution of our size would not find necessary to acquire. The basic periodicals listed for each subject area appear to be a better indicator of the extent of the periodical collection. A total of 42 basic periodicals were listed and Central has holdings in 27 (64%) of those journals. This appears to be a more relevant comparison for our library. These subject disciplines also list 15 basic abstracts and indexes of which the library currently subscribes to nine or 60%. The only discipline without a basic index is television, radio, video, and film.

Periodical holdings at Ward Edwards Library were also compared to those listed in The Iowa Guide: Scholarly Journals in Mass Communication and Related Fields (1988). This guide listed a total of 73 journals, 39 of which were in communication and 34 in related disciplines. Communication is the central focus of the guide, but other journals are included when the subject scope is broad enough to include journalism and mass communication. Of

the 39 communication journals listed, Ward Edwards Library owns 27 (69%). Our holdings for the secondary journals are 18 of 34 or 53%. Collectively, Ward Edwards Library owns 63% of the titles listed in The Iowa Guide. In my opinion, this is an adequate collection for an institution the size of Central.

In addition to comparing the periodical holdings to standard bibliographies, the faculty of the Department of Communications were surveyed in the spring of 1993 to determine which journals, if any, were dispensable. The survey resulted in a response rate of 54%. The department chair and nine program coordinators jointly completed one survey at a departmental meeting. Of the 75 periodical and standing orders charged to the Department of Communication, only 7 titles received no "essential" votes. None of the 75 titles were viewed "dispensable" by a majority of the respondents. The complete results of the survey are noted in Appendix B.

#### 4. Level of Collecting Needed to Support the Curriculum

It is my opinion that this collection should be at Level III, Instructional Support. The number of classes offered, the student enrollment for those classes, and the number and variety of degrees mandate continuing this level of support.

#### 5. Comparison of Present Level With Needed Level

This collection appears to be at Level III, Instructional Support. However, the number of programs represented by this department makes maintenance of a balanced collection difficult. The Communication Department has purchased approximately 150 non-serial items for each of the past three years. In a discipline which relies upon both books and journals this number of non-serial materials seems low. Table 3 summarizes the expenditures for the Department of Communication for the last three years.

**TABLE 3**  
**COMMUNICATION DEPARTMENT: Summary of Expenditures**

| Type of Materials | Fiscal Year 1993   | Fiscal Year 1992   | Fiscal Year 1991   |
|-------------------|--------------------|--------------------|--------------------|
| Books             | \$8,422.38*        | \$5,450.62         | \$5,857.85         |
| Periodicals       | 3,561.07           | 3,587.31           | 2,982.33           |
| Standing orders   | 1,838.01           | 1,803.42           | 1,221.65           |
| Microforms        | 847.70             | 721.65             | 953.36             |
| Videos/films      | 777.17             | 292.95             | 5,125.55           |
| Rental charges    |                    |                    | <103.01>           |
| Bindery charges   | 370.97             | 357.00             |                    |
| Replacements      |                    | 39.70              |                    |
| <b>TOTALS</b>     | <b>\$15,817.30</b> | <b>\$12,252.65</b> | <b>\$16,037.73</b> |

\*Includes an additional one-time allocation of \$3,000.

Although the periodicals and standing order collection appears adequate at the present time, it is my conclusion that careful management of the collection will be needed to maintain the present level during the next five years. The few items in the collection which are not indexed should be carefully examined and their use evaluated by the faculty.

The fact that the communication collection is a truly interdisciplinary collection, coupled with the static materials budget is reason for concern. In FY91 the Communication Department purchased 156 books; in FY92, 150 books; in FY93, 276 books.

The materials budget allocation formula needs to be examined and refined to better support one of the top producing departments on this campus. Although the Communication Department is the third largest department in terms of faculty and sixth in total student credit hours generated, the department is fifteenth in terms of materials dollars assigned by the budget allocation formula. As the library materials budget remains static and monograph acquisitions continue to dwindle, our monograph collection will become increasingly dated unless additional funds become available.

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Cheryl Riley, Assistant Professor  
Communication Bibliographer

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Date Submitted

## Appendix A

### COURSES IN COMMUNICATION

#### Mass Communication

| <u>COURSE NUMBER</u> | <u>COURSE TITLE</u> | <u>CREDIT</u> |
|----------------------|---------------------|---------------|
|----------------------|---------------------|---------------|

#### GENERAL

|           |                                    |     |
|-----------|------------------------------------|-----|
| MCOM 1000 | Introduction to Mass Communication | 3   |
| MCOM 3010 | Mass Media Practicum               | 1-2 |
| MCOM 3070 | Media Research Methods             | 2   |
| MCOM 4020 | Special Topics                     | 1-3 |
| MCOM 4040 | Media Management                   | 2   |
| MCOM 4045 | Media Economics and Sales          | 3   |
| MCOM 4050 | Mass Communication Law             | 3   |
| MCOM 4060 | Comparative Media Systems          | 2   |
| MCOM 4080 | Criticism of Mass Media            | 2   |
| MCOM 4090 | Special Projects                   | 1-3 |
| MCOM 4095 | Internship                         | 1-3 |
| MCOM 5030 | Seminar in Mass Media              | 2   |
| MCOM 5060 | International Communication        | 2   |
| MCOM 5080 | Effects of Mass Communication      | 3   |

#### BROADCASTING AND FILM

|           |   |   |
|-----------|---|---|
| MCOM 2100 | Foundations of Broadcasting               | 3 |
| MCOM 2111 | Audio Production and Performance          | 3 |
| MCOM 2112 | Video Production and Performance          | 3 |
| MCOM 2115 | Broadcast Copywriting                     | 3 |
| MCOM 3100 | History and Art of the Film               | 3 |
| MCOM 3110 | Radio Production                          | 3 |
| MCOM 3111 | Television Production                     | 3 |
| MCOM 3112 | Film Production                           | 3 |
| MCOM 3130 | Broadcast Programming and Operations      | 3 |
| MCOM 4110 | Advanced Television Production            | 3 |
| MCOM 4115 | Writing Dramatic and Documentary Programs | 3 |
| MCOM 4170 | Instructional and Corporate Television    | 3 |
| MCOM 4175 | New Media Technologies                    | 2 |

#### JOURNALISM

|           |                                      |   |
|-----------|--------------------------------------|---|
| MCOM 1220 | Elements of News Reporting           | 3 |
| MCOM 2200 | Heritage of American Journalism      | 2 |
| MCOM 2220 | Copyediting and Layout               | 3 |
| MCOM 3225 | Feature Writing                      | 3 |
| MCOM 3230 | Photo Journalism                     | 3 |
| MCOM 3235 | Broadcast Journalism                 | 3 |
| MCOM 4210 | Magazine Design and Production       | 3 |
| MCOM 4220 | Editorial and Interpretative Writing | 3 |

| <u>COURSE NUMBER</u> | <u>COURSE TITLE</u> | <u>CREDIT</u> |
|----------------------|---------------------|---------------|
|----------------------|---------------------|---------------|

|           |                         |   |
|-----------|-------------------------|---|
| MCOM 4235 | Advanced News Reporting | 3 |
| MCOM 4271 | School Publications     | 2 |

### PUBLIC RELATIONS AND ADVERTISING

|           |                                  |     |
|-----------|----------------------------------|-----|
| MCOM 2320 | Public Relations                 | 3   |
| MCOM 3340 | Mass Media Advertising           | 3   |
| MCOM 4380 | Publicity                        | 3   |
| MCOM 4385 | Case Studies in Public Relations | 2   |
| MCOM 4390 | Campaigns                        | 3   |
| MCOM 5300 | Seminar in Public Relations      | 2-6 |

### Speech Communication

#### GENERAL EDUCATION

|           |                             |   |
|-----------|-----------------------------|---|
| SPCM 1000 | Public Speaking             | 3 |
| SPCM 3000 | Interpersonal Communication | 3 |

#### GENERAL SPEECH COMMUNICATION

|           |   |     |
|-----------|---|-----|
| SPCM 1110 | Voice and Diction                       | 2   |
| SPCM 1120 | Introduction to Communication           | 2   |
| SPCM 2125 | Improving Listening Abilities           | 2   |
| SPCM 2130 | Small Group Communication               | 3   |
| SPCM 2140 | Argumentation and Debate                | 3   |
| SPCM 3120 | Audience Adaptation                     | 3   |
| SPCM 3125 | Nonverbal Communication                 | 2   |
| SPCM 3127 | Improving Interviewing Skills           | 2   |
| SPCM 3150 | Principles of Presentational Speaking   | 3   |
| SPCM 3155 | Speech Writing and Criticism            | 3   |
| SPCM 3170 | Special Topics in Speech Communication  | 1-6 |
| SPCM 3190 | Forensics                               | 1-3 |
| SPCM 4120 | Persuasion                              | 2   |
| SPCM 4130 | Theories of Interpersonal Communication | 3   |
| SPCM 4135 | Gender Communication                    | 3   |
| SPCM 4140 | Classical Rhetorical Theory             | 3   |
| SPCM 4145 | Modern Rhetorical Theory                | 3   |
| SPCM 4150 | Contemporary Public Address             | 2   |
| SPCM 5100 | Seminar in Speech Communication         | 2-6 |
| SPCM 5130 | Group Communication                     | 3   |
| SPCM 5160 | General Semantics                       | 3   |

#### PROFESSIONAL

|           |   |     |
|-----------|---|-----|
| SPCM 3210 | Issues in Teaching Speech Communication | 2   |
| SPCM 4200 | Special Projects - Speech Communication | 1-6 |
| SPCM 4280 | Communication in Organizations          | 3   |

| <u>COURSE NUMBER</u> | <u>COURSE TITLE</u>                                 | <u>CREDIT</u> |
|----------------------|---|---------------|
| SPCM 4283            | Communication Training                              | 3             |
| SPCM 4285            | Internship in Speech Communication                  | 1-6           |
| SPCM 5210            | Advanced Problems of Teaching Speech                | 3             |
| SPCM 5220            | Speech Education Studies                            | 2-6           |
| SPCM 5227            | Professional Interviewing                           | 2             |
| SPCM 5250            | Presentational Speaking in Professional Settings    | 2             |
| SPCM 5270            | Communication Assessment                            | 2             |
| SPCM 5280            | Studies in Organization Communication               | 2             |
| SPCM 6271            | Graduate Internship in Organizational Communication | 1-6           |

#### Graduate Study

|           |  |     |
|-----------|--|-----|
| COMM 5000 | Intro to Graduate Study in Communication | 3   |
| COMM 5010 | Theories of Communication                | 3   |
| COMM 5090 | Thesis                                   | 1-6 |
| COMM 6000 | Readings                                 | 1-6 |
| COMM 6090 | Research Problems                        | 1-6 |

**Appendix B**  
**SURVEY RESULTS FOR JOURNALS CHARGED TO THE**  
**COMMUNICATION DEPARTMENT**

| JOURNAL TITLE                 | ESSENTIAL | DESIRABLE | DISPENSABLE | MCOM<br>OR<br>SPCOM |
|-------------------------------|-----------|-----------|-------------|---------------------|
| ACA BULLETIN                  | 2         | 5         | 1           | 6-S<br>3-M          |
| AMERICAN<br>CINEMATOGRAPHER   | 3         | 5         |             | 6-M                 |
| ARGUMENTATION AND<br>ADVOCACY | 3         | 4         | 2           | 7-S                 |
| AMERICAN<br>JOURNALISM        | 7         | 1         |             | 7-M<br>1-S          |
| BROADCAST<br>ENGINEERING      | 1         | 6         |             | 6-M                 |
| BROADCASTING                  | 5         | 2         |             | 6-M                 |
| CABLE TELEVISION<br>BUSINESS  | 2         | 5         |             | 6-M                 |
| CABLE VISION                  | 3         | 2         |             | 5-M                 |
| COLLEGE MEDIA<br>REVIEW       | 4         | 3         |             | 7-M                 |
| COLUMBIA<br>JOURNALISM REVIEW | 6         | 3         |             | 7-M                 |
| COMBROAD                      | 1         | 4         | 1           | 3-M<br>1-S          |
| COMMUNICATION                 | 2         | 6         |             | 4-M<br>4-S          |
| COMMUNICATION<br>EDUCATION    | 9         | 4         |             | 5-M<br>8-S          |
| COMMUNICATION<br>QUARTERLY    | 9         | 3         |             | 4-M<br>8-S          |
| COMMUNICATION<br>RESEARCH     | 11        | 1         |             | 6-M<br>7-S          |
| COMMUNICATION<br>STUDIES      | 9         | 2         |             | 3-M<br>7-S          |
| COMMUNICATION<br>WORLD        | 1         | 6         |             | 4-M<br>3-S          |



| JOURNAL TITLE   | ESSENTIAL | DESIRABLE | DISPENSABLE | MCOM<br>OR<br>SPCOM |
|---|-----------|-----------|-------------|---------------------|
| COMMUNICATIONS<br>AND THE LAW                                 | 9         | 2         |             | 7-M<br>3-S          |
| COMM/ENT  | 2         | 4         |             | 4-M                 |
| CRITICAL STUDIES<br>IN MASS COMM                              | 9         | 1         |             | 8-M<br>3-S          |
| EBU TECHNICAL<br>REVIEW                                       | 1         | 3         |             | 4-M                 |
| EDITOR AND<br>PUBLISHER                                       | 10        |           |             | 7-M                 |
| EDITOR AND<br>PUBLISHER<br>INTERNATIONAL<br>YEAR BOOK         | 7         | 2         |             | 6-M                 |
| EDITOR AND<br>PUBLISHER MARKET<br>GUIDE                       | 7         | 1         |             | 5-M                 |
| FEDERAL<br>COMMUNICATIONS<br>LAW JOURNAL                      | 10        |           |             | 6-M<br>1-S          |
| FILM CULTURE  |           | 5         |             | 3-M<br>1-S          |
| FILM QUARTERLY  | 3         | 2         |             | 3-M<br>1-S          |
| FORENSIC OF PI<br>KAPPA DELTA                                 | 4         | 5         | 1           | 7-S                 |
| INTERNATIONAL<br>JOURNAL FOR MASS<br>COMMUNICATION<br>STUDIES | 9         |           |             | 6-M<br>1-S          |
| HUMAN<br>COMMUNICATION<br>RESEARCH                            | 8         | 3         |             | 5-M<br>7-S          |
| INTERNATIONAL<br>PUBLIC RELATIONS<br>REVIEW                   | 8         |           |             | 5-M                 |
| IPI REPORT  | 1         | 2         |             | 1-M<br>1-S          |

| JOURNAL TITLE  | ESSENTIAL | DESIRABLE | DISPENSABLE | MCOM<br>OR<br>SPCOM |
|--|-----------|-----------|-------------|---------------------|
| JOURNAL OF<br>APPLIED<br>COMMUNICATION<br>RESEARCH       | 9         | 3         |             | 6-M<br>5-S          |
| JOURNAL OF<br>BROADCASTING AND<br>ELECTRONIC MEDIA       | 8         |           |             | 5-M                 |
| JOURNAL OF<br>BUSINESS AND<br>TECHNICAL<br>COMMUNICATION | 3         | 5         | 1           | 4-M<br>5-S          |
| JOURNAL OF<br>COMMUNICATION                              | 13        |           |             | 7-M<br>7-S          |
| JOURNAL OF FILM<br>AND VIDEO                             | 5         | 1         |             | 3-M                 |
| JOURNAL OF<br>POPULAR FILM AND<br>TELEVISION             | 6         | 1         |             | 4-M                 |
| JOURNALISM<br>EDUCATOR                                   | 8         | 1         |             | 6-M                 |
| JOURNALISM<br>HISTORY                                    | 8         | 1         |             | 6-M                 |
| JOURNALISM<br>QUARTERLY                                  | 9         |           |             | 6-M                 |
| LIGHTING<br>DIMENSIONS                                   |           | 4         |             | 3-M                 |
| LITERATURE FILM<br>QUARTERLY                             | 2         | 3         |             | 3-M                 |
| MANAGEMENT<br>COMMUNICATION<br>QUARTERLY                 | 5         | 5         |             | 4-M<br>5-S          |
| MASS COMM REVIEW   | 7         | 3         |             | 6-M                 |
| MASTHEAD   | 2         | 4         |             | 5-M                 |
| MEDIA AND VALUES   | 2         | 4         |             | 4-M                 |
| NEWS MEDIA AND<br>THE LAW                                | 8         | 2         |             | 6-M<br>1-S          |

| JOURNAL TITLE                        | ESSENTIAL | DESIRABLE | DISPENSABLE | MCOM<br>OR<br>SPCOM |
|--------------------------------------|-----------|-----------|-------------|---------------------|
| NEWSPAPER<br>RESEARCH JOURNAL        | 7         | 1         |             | 6-M                 |
| ORGANIZATIONAL<br>DYNAMICS           | 3         | 5         |             | 1-M<br>7-S          |
| PRESSTIME                            | 6         | 1         |             | 3-M<br>2-S          |
| PUBLIC RELATIONS<br>JOURNAL          | 8         | 1         |             | 6-M                 |
| PUBLIC RELATIONS<br>QUARTERLY        | 9         |           |             | 6-M<br>1-S          |
| PUBLIC RELATIONS<br>REVIEW           | 8         |           |             | 5-M<br>1-S          |
| QUILL AND SCROLL                     | 3         | 4         |             | 5-M                 |
| QUILL                                | 3         | 4         |             | 4-M                 |
| ROSTRUM                              | 1         | 3         | 1           | 1-M<br>2-S          |
| SCHOOL PRESS<br>REVIEW               | 5         | 4         |             | 5-M                 |
| SIGHT AND SOUND                      |           | 5         |             | 3-M                 |
| SOUTHERN<br>COMMUNICATION<br>JOURNAL | 8         | 3         | 1           | 1-M<br>8-S          |
| SPEAKER AND GAVEL                    | 2         | 6         | 1           | 5-S                 |
| TELEVISION<br>QUARTERLY              | 2         | 4         |             | 3-M                 |
| VIDEO MAGAZINE                       |           | 5         |             | 3-M                 |
| VIDEO REVIEW                         |           | 5         |             | 3-M                 |
| WESTERN JOURNAL<br>OF COMMUNICATION  | 7         | 4         | 1           | 1-M<br>6-S          |
| WIDE ANGLE                           |           | 5         |             | 3-M                 |

## STANDING ORDER TITLES

| STANDING ORDER<br>TITLE                                | ESSENTIAL | DESIRABLE | DISPENSABLE | MCOM OR<br>SPCOM |
|--|-----------|-----------|-------------|------------------|
| CABLE TELEVISION<br>NONBROADCAST<br>VIDEO              | 2         | 3         |             | 2-M              |
| COMMUNICATION<br>ABSTRACTS                             | 8         | 1         |             | 4-M<br>5-S       |
| COMMUNICATION<br>YEARBOOK                              | 7         | 3         |             | 5-M<br>6-S       |
| CONTRIB. TO<br>STUDY OF MASS<br>MEDIA<br>COMMUNICATION | 4         | 1         |             | 3-M              |
| FREE SPEECH<br>YEARBOOK                                | 8         | 3         |             | 4-M<br>4-S       |
| JOURNALISM<br>ABSTRACTS                                | 7         |           |             | 4-M              |
| MEDIA LAW<br>REPORTER                                  | 6         |           |             | 4-M              |
| VARIETY<br>BROADCAST-VIDEO<br>SOURCEBOOK               |           | 4         |             | 3-M              |
| VIDEO SOURCEBOOK                                       |           | 2         | 1           | 2-M              |

Numbers in the cells refer to the number of respondents